

| | | |
|--|--------------------------------------|------------------------------------|
| INFORMATION DISCLOSURE CITATION | Docket Number 99-006 | Serial Number 09/274,281 |
| | Applicants Walker et al. | |
| | Filing Date March 22, 1999 | Group Art Unit 2164 |

U.S. PATENT DOCUMENTS

| EXAMINER INITIAL | REF | DOCUMENT NUMBER | DATE | NAME | CLASS | SUB- CLASS | FILING DATE IF APPROPRIAT E |
|---------------------|-----|-----------------|----------|------------------|-------|---------------|--------------------------------------|
| | A | 6,049,778 | 04/2000 | Walker | | | |
| | B | 6,393,407 | 05/2002 | Middleton | | | |
| | C | 6,965,870 | 11/2005 | Petras | | | |
| | D | 5,848,396 | 12/1998 | Gerace | | | |
| | E | 6,052,730 | 04/2000 | Feliciano | | | |
| | F | 4,500,880 | 02/1985 | Gomersall et al. | | | |
| | G | 4,247,759 | 01/1981 | Yuris et al. | | | |
| | H | Re. 34,954 | 05/30/95 | Haber | | | |
| | I | 5,642,279 | 06/24/97 | Bloomberg et al. | | | |
| | J | 5,794,207 | 08/11/98 | Walker et al. | | | |
| | K | 5,003,384 | 03/36/91 | Durden et al. | | | |

FOREIGN PATENT DOCUMENTS

| | REF | DOCUMENT NUMBER | DATE | COUNTRY | CLASS | SUB- CLASS | Translation | |
|--|-----|-----------------|---------|---------|-------|---------------|-------------|----|
| | | | | | | | Yes | No |
| | L | 5759101 | 06/1998 | JP | | | | |

OTHER DOCUMENTS *(Including author, Title, Date, Pertinent Pages, Etc.)*

| | | |
|--|--|--|
| | | |
| | | |

EXAMINER

DATE CONSIDERED:

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

| | | | | |
|--|--------------------------------------|--|------------------------------------|--|
| INFORMATION DISCLOSURE CITATION | Docket Number 99-006 | | Serial Number 09/274,281 | |
| | Applicants Walker et al. | | | |
| | Filing Date March 22, 1999 | | Group Art Unit 2164 | |

U.S. PATENT DOCUMENTS

| EXAMINER INITIAL | REF | DOCUMENT NUMBER | DATE | NAME | CLASS | SUB- CLASS | FILING DATE IF APPROPRIAT E |
|---------------------|-----|-----------------|----------|-----------------|-------|---------------|--------------------------------------|
| | M | 6,014,634 | 01/11/00 | Scroggie et al. | | | |
| | N | 5,825,881 | 10/1998 | Colvin, Sr. | | | |
| | O | 2001/0014868 | 08/2001 | Herz et al. | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

FOREIGN PATENT DOCUMENTS

| | REF | DOCUMENT NUMBER | DATE | COUNTRY | CLASS | SUB- CLASS | Translation | |
|--|-----|-----------------|----------|---------|-------|---------------|-------------|----|
| | | | | | | | Yes | No |
| | P | WO 95/03570 | 02/02/95 | PCT | | | | |
| | Q | WO 97/20279 | 06/05/97 | PCT | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |

OTHER DOCUMENTS *(Including author, Title, Date, Pertinent Pages, Etc.)*

| | | | | | |
|--|--|--|-------------------------|--|--|
| | | | | | |
| EXAMINER | | | DATE CONSIDERED: | | |
| EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. | | | | | |

| | | | | |
|--|--------------------------------------|--|------------------------------------|--|
| INFORMATION DISCLOSURE CITATION | Docket Number 99-006 | | Serial Number 09/274,281 | |
| | Applicants Walker et al. | | | |
| | Filing Date March 22, 1999 | | Group Art Unit 2164 | |

U.S. PATENT DOCUMENTS

| EXAMINER INITIAL | REF | DOCUMENT NUMBER | DATE | NAME | CLASS | SUB- CLASS | FILING DATE IF APPROPRIATE |
|---------------------|-----|-----------------|------|------|-------|---------------|----------------------------------|
| | | | | | | | |

FOREIGN PATENT DOCUMENTS

| | REF | DOCUMENT NUMBER | DATE | COUNTRY | CLASS | SUB- CLASS | Translation | |
|--|----------------|-----------------|----------|---------|-------|---------------|-------------|----|
| | | | | | | | Yes | No |
| | R | EP 0 902 381 | 03/17/99 | EP | | | | |
| | S | EP 0 109 189 A1 | 05/23/84 | EP | | | | |
| | T | WO 96/36926 | 11/21/96 | PCT | | | | |
| | U | WO 97/35441 | 09/25/97 | PCT | | | | |
| | V | EP 0 809 202 | 11/26/97 | EP | | | | |
| | W | WO 96/31848 | 07/14/98 | PCT | | | | |
| | X | WO 00/21004 | 04/13/00 | PCT | | | | |
| | Y | JP405257950A | 10/1993 | JP | | | | |
| | Z | WO 98/06050 | 02/12/98 | PCT | | | | |
| | A ¹ | WO 00/39720 | 07/2000 | PCT | | | | |
| | B ¹ | WO 99/066443 | 12/1999 | PCT | | | | |
| | C ¹ | WO 01/008025 | 06/2000 | PCT | | | | |
| | D ¹ | WO 99/66438 | 12/1999 | PCT | | | | |

OTHER DOCUMENTS *(Including author, Title, Date, Pertinent Pages, Etc.)*

| | |
|----------|------------------|
| EXAMINER | DATE CONSIDERED: |
|----------|------------------|

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

| | | | |
|--|---|-------------------------|-----------------------|
| INFORMATION DISCLOSURE CITATION | | Docket Number | Serial Number |
| | | 99-006 | 09/274,281 |
| | | Applicants | |
| | | Walker et al. | |
| | | Filing Date | Group Art Unit |
| | | March 22 , 1999 | 2164 |
| OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.) | | | |
| E ¹ | "Milestone Events Making Spring History 1899-1989", undated. 1 pg. | | |
| F ¹ | Sims, Calvin, "Centel Acquiring Cellular Phone Unit", The New York Times, May 28, 1988, Section 1, 2 pp. | | |
| G ¹ | Butcher, Lola, "United May Pocket Windfall With Sale of Cellular Business", Kansas City Business Journal, June 6, 1988, 3 pp. | | |
| H ¹ | Winter, Christine, "GTE to Sell Par of US Sprint Stake Deal to Shift Another 30% to Partner Untied Telecom", Chicago Tribune, July 19, 1988, 2 pp. | | |
| I ¹ | "United Telecommunications Announces Completion of Sale", PR Newswire, October 5, 1988, 2 pp. | | |
| J ¹ | Henze, Doug, "A Tightening in Cellular Market", Oakland Business Monthly, August 1989, 6 pp. | | |
| I ¹ | "United Telecom halts Sprint deal as net falls", Chicago Tribune, July 18, 1990, 3 pp. | | |
| L ¹ | Connely, Joanne, "FCC gets spectrum comments; US Federal Communications Commission investigates development of personal communications networks and radio-based technologies", Chilton's Electronic News, January 28, 1991, 3 pp. | | |
| M ¹ | Manuta, Lou, "Should cellular be deregulated? Cellular radio telephones; Industry Overview", Cellular Marketing, January 1992, 6 pp. | | |
| N ¹ | Rossa, James L., "Cellphones ride roller coaster; American Information Technologies Corp. to cut commission rebates to retailers", HFD-The Weekly Home Furnishings Newspaper, February 3, 1992, | | |
| O ¹ | La Rossa, James Jr., "Ameritech policy stirs debate; executives weigh retailer rebates on eve of Cellular Telecommunications Industry Association Show; American Information Technologies Corp; Special CTIA Show Issue", HFD-The Weekly Home Furnishings Newspaper, February 10, 1992, 3 pp. | | |
| P ¹ | Ziegler, Bart, "Sprint to Merge with Centel", Associated Press, May 28, 1992, 3 pp. | | |
| | | DATE CONSIDERED: | |
| EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. | | | |

| | | | |
|--|---|-------------------------|-----------------------|
| INFORMATION DISCLOSURE CITATION | | Docket Number | Serial Number |
| | | 99-006 | 09/274,281 |
| | | Applicants | |
| | | Walker et al. | |
| | | Filing Date | Group Art Unit |
| | | March 22, 1999 | 2164 |
| OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.) | | | |
| S ¹ | Marek, Sue, "The carrier/retailer love affair – still going strong? Cellular radio industry; Cover Story", Cellular Marketing, July 1992, 5 pp. | | |
| T ¹ | "Resale Effect Debate; GAO Faults FCC on Cellular Duopoly Scheme", Communications Daily, July 2, 1992, 2 pp. | | |
| U ¹ | Strandjord, Jeannine M., "Should you bundle 401k services? Employee Benefits", Financial Executive, September 1992, 6 pp. | | |
| V ¹ | Brown, Bob and Wallace, Bob, "AT&T bid fro McCaw to reshape landscape; Gives dominant carrier access to rapidly evolving market and opportunity to influence, drive, change.", Network World, November 9, 1992, Section: Top News, 3 pp. | | |
| W ¹ | Avril, Tom, "Centel Confident of Victory After Vote on Sprint Merger", December 2, 1992, 3 pp. | | |
| X ¹ | Avril, Tom, "Communications; Centel Investors Vote on Sprint Merger", The Commercial Appeal, December 3, 1992, 2 pp. | | |
| Y ¹ | Oloroso Jr., Arsenio, "Centel holds its breath; Shareholders wait to see outcome of Sprint deal", 2 pp. | | |
| Z ¹ | Yates, Ronald E., "Sprint-Centel merger complete despite fears", Chicago Tribune, March 10, 1993, 8 pp. | | |
| A ² | Wenske, Paul, "Sprint's big deal", Ingram's, May 1993, Section: Vol. 19, No. 5, 8 pp. | | |
| B ² | "Petition Criticized; Fight on CPE Unbundling for IXC Resellers Launched by Major Retailers", Communications Daily, August 10, 1993, Section: Vol. 13, No. 153, 2 pp. | | |
| C ² | DeFebo, Carl Jr., "Sprint opens first superstore in Mechanicsburg", Central Penn Business Journal, November 3, 1993, 3 pp. | | |
| D ² | Testimony February 8, 1994, John V. Roach Consumer Electronics Retailers Coalition House Energy/Telecommunications and Finance Antitrust Reform Act of 1993, Federal Document Clearing House Congressional Testimony, February 8, 1994, 8 pp. | | |
| | | | |
| EXAMINER | | DATE CONSIDERED: | |
| EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. | | | |

| | | | |
|--|----------------|---|------------------------------------|
| INFORMATION DISCLOSURE CITATION | | Docket Number 99-006 | Serial Number 09/274,281 |
| | | Applicants Walker et al. | |
| | | Filing Date March 22, 1999 | Group Art Unit 2164 |
| OTHER DOCUMENTS <i>(Including author, Title, Date, Pertinent Pages, Etc.)</i> | | | |
| | E ² | "Form 10-K Sprint Corp – FON", Filed March 15, 1994 (period December 31, 1993) 8 pp. | |
| | F ² | Kraemer, Joseph S., "Local competition; Changing Ground Rules for Network Access", Business Communications Review, September 1994, 10 pp. | |
| | G ² | Steward, Shawn, "Activating the masses", Cellular Business, October 1994, Section: Vol. 11, No. 10, 6 pp. | |
| | H ² | "Sprint - Defining the Communications Company of the Future 1994 Annual Report to Shareholders", Document Date: December 31, 1994, 32 pp. | |
| | I ² | "Inside Sprint Corporation: 1994 Competitive Market Developments", Inside Telecom, July 17, 1995, 7 pp. | |
| | J ² | "TANDY CORP – Form-Type ARS", Document Date: December 31, 1995, Filing Date: April 10, 1996, 1 pg. | |
| | K ² | "Sprint Completes Spin-Off Of It's Cellular Subsidiary", Chicago Sun-Times, March 8, 1996, Section: Financial, 2 pp. | |
| | L ² | "Securities and Exchange Commission Form 10-K/A, 360 Degrees Communications Co Cross-Reference: Sprint Cellular Co", For the fiscal year ended December 31, 1995, Filing date: April 16, 1996, 23 pp. | |
| | M ² | Press Release: "Sprint, Sprint Spectrum and Radio Shack Join Forces", New York, NY, September 11, 1996, 2 pp. | |
| | N ² | Maxon, Terry, "Tandy pairs with Sprint for venture; Companies will offer expanded offering of telecommunications products, services", The Dallas Morning News, September 12, 1996, 3 pp. | |
| | O ² | Hopper, Kathryn, "Tandy, Sprint to offer one-stop phone shopping", Fort Worth Star-Telegram, September 12, 1996, Section: News, 4 pp. | |
| | P ² | "TANDY CORPORATION – Quarterly Report", For the quarterly period ended September 30, 1996, Filed November 12, 1996, 36 pp. | |
| EXAMINER | | DATE CONSIDERED: | |
| EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. | | | |

| | | | |
|--|----------------|---|------------------------------------|
| INFORMATION DISCLOSURE CITATION | | Docket Number 99-006 | Serial Number 09/274,281 |
| | | Applicants Walker et al. | |
| | | Filing Date March 22, 1999 | Group Art Unit 2164 |
| OTHER DOCUMENTS <i>(Including author, Title, Date, Pertinent Pages, Etc.)</i> | | | |
| | Q ² | Alleman, James and Cole, Larry, "The International Handbook of Telecommunications Economics, Volume III, Sprint – GTE's lost opportunity", 13 pp. | |
| | R ² | King, Suzanne and Hayes, David, "Sprint PCS has played key role in cell phone boom", Posted: January 6, 2002, 10 pp. | |
| | S ² | Website: "Sprint 1995 Annual Report – Notes to Consolidated Financial Statements", (http://www.sprint.com/sprint/annual/95/finance/p_52a.html), download date October 21, 2003, 1 pg. | |
| | T ² | Website: "Sprint/History", (http://www.sprint.com/sprint/ir/sd/timeline_02.html), 1990-1995, download date: October 22, 2003. 2 pp. | |
| | U ² | Website: "Surviving the Great Depression", (http://www.geocities.com/Athens/Column/4735/clbrown2.html), download date: November 13, 2003, 2 pp. | |
| | V ² | Website: "The Mobile: 20 Years Young", (http://motoinfo.Motorola.com/motoinfo/20th_anniversary/docs/timeline.pdf), download date: January 9, 2004, 2 pp. | |
| | W ² | Website: "Qualcomm About Qualcomm – History / Key Milestones", (http://www.qualcomm.com/about/history/), download date: July 27, 2004, 4 pp. | |
| | X ² | Press Release: "Fort Worth Outlet Square Offers American Airlines Advantage Miles", Released August 21, 1996, 2 pp. | |
| | Y ² | Taylor, Paul, "Towards a dream market", Financial Times, September 4, 1996, Section: Survey - FT IT, 2 pp. | |
| | Z ² | Donlon, Brian, USA Today, "Cable Industry channels its efforts in April," March 29, 1990, 2 pp. | |
| | A ³ | Blattberg, Robert C and Levin, Alan, "Modeling The Effectiveness And Profitability Of Trade Promotions", Marketing Science, 1987, 23 pp. | |
| | B ³ | Anonymous, Discount Store News, Manufacturers shine with cross promotional prowess, August 5, 1996, 2 pp. | |
| | C ³ | Nimmer, Raymond T., "Commercial Transactions on the Global Information Infrastructure: Electronic Contracting: Legal Issues", The John Marshall Journal of Computer Information Law, 14 J. Marshall J. Computer & Info. L. 211, Winter 1996, 26 pp. | |
| EXAMINER | | DATE CONSIDERED: | |
| EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. | | | |

| | | |
|--|--------------------------------------|------------------------------------|
| INFORMATION DISCLOSURE CITATION | Docket Number 99-006 | Serial Number 09/274,281 |
| | Applicants Walker et al. | |
| | Filing Date March 22, 1999 | Group Art Unit 2164 |

OTHER DOCUMENTS *(Including author, Title, Date, Pertinent Pages, Etc.)*

| | |
|----------------|--|
| D ³ | Bonnici, Joseph et al., "Consumer issues in coupon usage: An exploratory analysis", Journal of Applied Business Research, winter 1996/1997, 11 pp. |
| E ³ | "Dispensing the future", Electronic Payments International, May 1997, Section: Feature; 5 pp. |
| F ³ | "Products and Services, Checkout Direct", Catalina Marketing Corporation, (http://catalinamktg.com/prodcdir.htm), download date: May 29, 1997, 14 pp. |
| G ³ | "Industry Briefs", Card News, June 9, 1997, Section: vol. 12, No. 11, 2 pp. |
| H ³ | Schanhausser, Mark, "A maze of plastic consumers try to make their way through the confusing state of credit cards", St. Louis Post Dispatch, July 30, 1994, 2 pp. |
| I ³ | Edwards, John G. "Credit card issuers see some growth", Las Vegas Review – Journal. March 18, 1994, 2 pp. |
| J ³ | Reilly, Brian, "Upselling strategies hit the net", Net Marketing, December 1996, 4 pp. |
| K ³ | "Heads I win, tails you lose", The Economist, June 13, 1992, 2 pp. |
| L ³ | Yoshihara, Nancy "New Magazines Try to Reach Asian Businesses The Fledgling English-Language Publication seek Readers on both sides of the Pacific", Los Angeles Times, October 2, 1989, 3 pp. |
| M ³ | Samuelson, Paul, Economics Ninth Edition, Copyright 1973, 10 pp. |
| N ³ | Spoor, Dana L., "Selling a free phone", Cellular Business, February 1994, Vol. 11, No. 2, 5 pp. |
| O ³ | Crump, Stuart F. Jr., "Faith goes cellular (case study of a real estate agent's selection of a cellular phone and carrier)", Home Office Computing, June 1994, 4 pp. |
| P ³ | Mr. Pigeon, "Cell Phone Hype Pigeon Family Sweats the Details", Star Tribune, January 29, 1995, Edition: Metro Edition, Section: Marketplace, 5 pp. |
| Q ³ | Parker, Penny, "Cart vendors offer line-free shopping", Denver Post, December 20, 1995, pp. |

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

| | | | |
|--|----------------|--|------------------------------------|
| INFORMATION DISCLOSURE CITATION | | Docket Number 99-006 | Serial Number 09/274,281 |
| | | Applicants Walker et al. | |
| | | Filing Date March 22, 1999 | Group Art Unit 2164 |
| OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.) | | | |
| | R ³ | Lacher, Lisa, "Coupon Gimmick Registers Profits", Business Record, December 7, 1987, 2 pp. | |
| | S ³ | Stevens, Lawrence, "Hypermarket challenge", Computerworld, December 10, 1988, 2 pp. | |
| | T ³ | Blattberg, Robert C., "Interactive marketing: exploiting the age of addressability", Sloan Management Review, September 22, 1991, 15 pp. | |
| | U ³ | McDowell, Bill, "Frequency marketing builds repeat business" Building Supply Home Centers, August 1993, 5 pp. | |
| | V ³ | Kristof, Kathy, "Card Sharks Are in Season; Be Wary of Discounts and Rebates as You Shop Around for Good Credit", Chicago Tribune, November 23, 1993, 2 pp. | |
| | W ³ | Smith, Alison, "Survey of UK Consumer Credit and Asset Finance", Financial Times, November 3, 1994, 3 pp. | |
| | X ³ | Linnen, Herb et al. "AT&T comments on new FCC rules to curb 'slamming'", June 14, 1995, 4 pp. | |
| | Y ³ | Andreoli, Tom et al., "Cash Machines Offer A Whole Lotto Money...", Crain's Chicago Business, June 19, 1995, Section: News, 2 pp. | |
| | Z ³ | McKinney, Jeff, "Merchant program could pay off for provident", The Cincinnati Enquirer, March 24, 1996, 2 pp. | |
| | A ⁴ | "Switch your Chase MasterCard to a Shell MasterCard from Chase and you'll earn: Free Formula Shell Gasoline", Chase Manhattan Bank USA, N.A., September 1997, 2 pp. | |
| | B ⁴ | Hoeschen, Brad, "Brookfield Square hopes mall card strikes a chord", Business Journal-Milwaukee, September 12, 1997, Section: Vol. 14, No. 50, 2 pp. | |
| | C ⁴ | Kraus, Jeffrey, "Subsidized TV sets?", CED (Communications Engineering & Design), February 1998, 3 pp. | |
| | D ⁴ | Goldblatt, Henry, "AT&T Finally Has An Operator...", Fortune, February 16, 1998, 4 pp. | |
| | E ⁴ | "New Partners, more exciting rewards: The Membership Rewards program for 1998", (http://www.americanexpress.com/rewards/news/docs/1998new_mr.shtml), download date: March 12, 1998, 38 pp. | |
| EXAMINER | | DATE CONSIDERED: | |
| EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. | | | |

| | | |
|--|----------------|----------------|
| INFORMATION DISCLOSURE CITATION | Docket Number | Serial Number |
| | 99-006 | 09/274,281 |
| | Applicants | |
| | Walker et al. | |
| | Filing Date | Group Art Unit |
| | March 22, 1999 | 2164 |

OTHER DOCUMENTS *(Including author, Title, Date, Pertinent Pages, Etc.)*

| | |
|----------------|---|
| F ⁴ | "New Partners, more exciting rewards: The Membership Rewards program for 1998", (http://www.americanexpress.com/rewards/news/docs/1998new_mr.shtml), download date: March 12, 1998, 38 pp. |
| G ⁴ | Elstrom, Peter, "Reach Out and Pay Someone", Business Week, March 23, 1998, 1 pg. |
| H ⁴ | Website: "MCI Freeflex Free Video Rental Program", (http://www.mci.com/aboutus/products/prepaid/promotional.shtml), download date: April 21, 1998, 1 pg.. |
| I ⁴ | Website: "Wall Street Access...: Active Trader Rebate Program", (http://www.wsaccess.com/active_rebate_program.htm), download date: April 22, 1998, 2 pp. |
| J ⁴ | Amato-McCoy, Deena, "Co-Branded Acme Credit Card Rewards Loyal Users" Supermarket News, June 15, 1998, Section: 1 pg. |
| K ⁴ | Website: "DealDeal.com- The Best Auction Deals on the...; Bid To Win", (http://www.dealdeal.com/pxfm/bidandwin_cfm?classID=elc&cid=&cal=), download date: October 29, 1998, 2 pp. |
| L ⁴ | Ross, Chuck et al., "Coke Card promotion set for '98", (http://web.archive.org/web/19980116055228/http://adage.com/news_and_features/feature...), download date: November 14, 2003, 2 pp. |
| M ⁴ | Ellis, Stephen, "Credit card firms drive down costs", February 27, 1994, 4 pp. |
| N ⁴ | Schrage, Michael, "An experiment in economic theory", November 26, 1989, 3 pp. |
| O ⁴ | Marshall, Kyle, "More phone choices ring in", August 13, 1996, 2 pp. |
| P ⁴ | Selasky, Susan, "Easy to Swallow Savings; Diner Credit Cards Serve Wide Menu of Discount, Pittsburgh Post-Gazette, December 5, 1996, 3 pp. |
| Q ⁴ | SNET Cellular Value Plans, 1997, 3 pp. |
| R ⁴ | Higgins, Stephen, "Digital phone service on the way", New Haven Register, January 7, 1997, 3 pp. |
| | |

| | |
|--|-------------------------|
| EXAMINER | DATE CONSIDERED: |
| EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. | |

| | | |
|--|----------------|----------------|
| INFORMATION DISCLOSURE CITATION | Docket Number | Serial Number |
| | 99-006 | 09/274,281 |
| | Applicants | |
| | Walker et al. | |
| | Filing Date | Group Art Unit |
| | March 22, 1999 | 2164 |

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

| | |
|----------------|--|
| S ⁴ | Barlow, Rick, Relationship Marketing: Coalition Marketing is Coming Back, BRANDWEEK, April 28, 1997, 2 pp. |
| T ⁴ | Fitzgerald, Beth, "New Jersey-Based SCA Helps Private Label Credit Cards Take Off", The Star-Ledger, August 4, 1997, 3 pp. |
| U ⁴ | Sanders, Edmund, "The Magic of Rebate Cards Can Quickly Disappear", Chicago Tribune, August 18, 1997, 3 pp. |
| V ⁴ | Wijnen, Renee, "Cendant Eyes Cross-Marketing Opportunities", DM News, February 2, 1998, 2 pp. |
| W ⁴ | Wald, Matthew L., "Untying Cellular Phones From Those Annual Contracts", New York Times, March 15, 1998, 2 pp. |
| X ⁴ | Ling, Teh Hooi, "Prices of handphones dive, thanks to cross-subsidies", Business Times, April 8, 1998, 2 pp. |
| Y ⁴ | "Points earn Little Credit as Cardholders Fail to cash in", Birmingham Post, May 9, 1998, 2 pp. |
| Z ⁴ | "Jay Jacobs, Inc. Introduces Private Label Credit Card, "Business Wire, May 18, 1998, 2 pp. |
| A ⁵ | Quittner, Joshua, "Cell Phones at 7-11?", July 6, 1998, 2 pp. |
| B ⁵ | Cruz, Humberto, "The Savings Game", The Cincinnati Enquirer, August 31, 1998, 3 pp. |
| C ⁵ | Photocopy of Club Macy's Application 1998, 2 pp. |
| D ⁵ | Largest Internet ad deal signed, Bank Marketing International, December 1998, 3 pp. |
| E ⁵ | Amazon.com & Netflix.com Establish Promotional Relationship for the Sale and Rental of DVD Titles, December 4, 1998, 3 pp. |
| F ⁵ | "At Sports Superstore online Shoppers get more for their money", Business Wire, December 4, 1998, 2 pp. |
| G ⁵ | "Free from NextCard-Age of the Myst", January 6, 1999, 2 pp. |

| | |
|-----------------|-------------------------|
| EXAMINER | DATE CONSIDERED: |
|-----------------|-------------------------|

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

| | | | |
|---|----------------|---|-----------------------------|
| INFORMATION DISCLOSURE CITATION | | Docket Number 99-006 | Serial Number 09/274,281 |
| | | Applicants Walker et al. | |
| | | Filing Date March 22, 1999 | Group Art Unit 2164 |
| OTHER DOCUMENTS <i>(Including author, Title, Date, Pertinent Pages, Etc.)</i> | | | |
| | H ⁵ | Soucar, Miriam Kreinin, Epidemic of Rate Shopping Spurs a Search for Remedies, January 7, 1999, 3 pp. | |
| | I ⁵ | Introducing e.card VISA, E.Card Web Page, January 11, 1999, 5 pp. | |
| | J ⁵ | About Save Smart, January 12, 1999, 4 pp. | |
| | K ⁵ | Alta Vista's special offer to you.\$10 for any CD, January 17, 1999, 1 pg. | |
| | L ⁵ | Wells Fargo ATMs in California Become Little Billboards, The Associated Press, March 29, 1999, 1 pg. | |
| | M ⁵ | Cellular wrong signals, Newsday, July 2, 1993, 1 pg. | |
| | N ⁵ | Foster, Ed, "Can mixing cookies with online marketing be a recipe for heartburn?" July 22, 1996, 2 pp. | |
| | O ⁵ | Brochure: "Reaching Out in New Directions" 1996, 18 pp. | |
| | P ⁵ | "Sprint - Company Data", Securities and Exchange Commission Form 10-Q, for the quarterly period ended March 31, 1994, 4 pp. | |
| | Q ⁵ | Jensen, Elizabeth, "Yakking it Up", The Wall Street Journal Europe, April 28, 1998, 5 pp. | |
| | R ⁵ | Point.com:webpage copyright 1998-2000, 5 pp. | |
| | S ⁵ | Travel Agent. "No-Show Crackdown", August 18, 1997, 4 pp. | |
| | T ⁵ | SNET Digital Value Plans, June 12, 1998, 1 pg. | |
| | U ⁵ | Radio shack introduces Handheld Flip-Style Cellular Telephone With Vibration Alert, October 16, 1996, 2 pp. | |
| | V ⁵ | Wildstrom, Stephen H., "Pagers that can spell it out", Business Week, January 16, 1995, 2 pp. | |
| | W ⁵ | PCT International Search Report for Application No. PCT/US99/19955, February 23, 2000, 5 pp. | |
| EXAMINER | | DATE CONSIDERED: | |
| EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. | | | |

| | | | |
|---|----------------|---|-----------------------------|
| INFORMATION DISCLOSURE CITATION | | Docket Number 99-006 | Serial Number 09/274,281 |
| | | Applicants Walker et al. | |
| | | Filing Date March 22, 1999 | Group Art Unit 2164 |
| OTHER DOCUMENTS <i>(Including author, Title, Date, Pertinent Pages, Etc.)</i> | | | |
| | X ⁵ | "Competitive long distance company GST Telecom has filed suit in U.S. District County, Tucson May 15, 1996, 3 pp. | |
| | Y ⁵ | "Shamrock Technology Co. establishes No. American HQ as monitor...", Business Wire, March 25, 1997, 2 pp. | |
| | Z ⁵ | AT & T Wireless adds convenience to buying cellular service, November 20, 1996, 2 pp. | |
| | A ⁶ | "Ads in the ether on PCS phones, pagers" Brandweek, March 31, 1997, 3 pp. | |
| | B ⁶ | Office Action for Application No. 09/219,267 (Attorney Docket No. 98-109) mailed June 13, 2008, 12 pp. | |
| | C ⁶ | Office Action for Application No. 09/219,267 mailed September 7, 2007, 17 pp. | |
| | D ⁶ | Office Action for Application No. 09/579,215 (Attorney Docket No. 98-124) mailed March 20, 2008, 4 pp. | |
| | E ⁶ | Office Action for Application No. 09/282,747 (Attorney Docket No. 99-007) mailed June 12, 2008, 14 pp. | |
| | F ⁶ | Office Action for Application No. 09/282,747 mailed September 7, 2007, 23 pp. | |
| | G ⁶ | Office Action for Application No. 09/322,351 (Attorney Docket No. 99-005) mailed April 17, 2008, 18 pp. | |
| | H ⁶ | Office Action for Application No. 09/322,351 mailed August 20, 2007, 25 pp. | |
| | I ⁶ | Office Action for Application No. 11/423,481 (Attorney Docket No. 98-109-C1) mailed June 2, 2008, 17 pp. | |
| | J ⁶ | Office Action for Application No. 11/423,481 mailed October 9, 2007, 24 pp. | |
| | K ⁶ | Office Action for Application No. 11/423,481 mailed January 25, 2007, 6 pp. | |
| EXAMINER | | DATE CONSIDERED: | |
| EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. | | | |

| | | | |
|--|--|--|------------------------------------|
| INFORMATION DISCLOSURE CITATION | | Docket Number 99-006 | Serial Number 09/274,281 |
| | | Applicants Walker et al. | |
| | | Filing Date March 22, 1999 | Group Art Unit 2164 |
| OTHER DOCUMENTS <i>(Including author, Title, Date, Pertinent Pages, Etc.)</i> | | | |
| L ⁶ | | Office Action for Application No. 11/423,493 (Attorney Docket No. 98-109-C2) mailed October 18, 2007, 21 pp. | |
| M ⁶ | | Office Action for Application No. 11/423,493 mailed January 26, 2007, 6 pp. | |
| N ⁶ | | Office Action for Application No. 11/423,498 (Attorney Docket No. 98-109-C3) mailed October 18, 2007, 9 pp. | |
| O ⁶ | | Office Action for Application No. 11/423,498 mailed January 26, 2007, 6 pp. | |
| P ⁶ | | Marn & Rosicello, "Managing price, gaining profit", McKinsey Quarterly, Autumn, 1992, 10 pp. | |
| Q ⁶ | | Affidavit of Michael D. Downs with Exhibits, dated April 6, 2007, 19 pp. | |
| R ⁶ | | Affidavit of Michael D. Downs with Exhibits, dated April 6, 2007, 91 pp. | |
| S ⁶ | | Decision on Appeal, Application No. 09/540,034, decided March 26, 2007, 16 pp. | |
| T ⁶ | | International Search Report for PCT/US00/18474, mailed June 18, 2001, 4 pp. | |
| U ⁶ | | International Search Report for PCT/US99/13409, mailed June 14, 1999, 6 pp. | |
| V ⁶ | | International Search Report for PCT/US99/13819, mailed June 18, 1999, 7 pp. | |
| W ⁶ | | Office Action for Application No. 09/219,267, mailed March 10, 2009, 15 pp. | |
| X ⁶ | | Office Action for Application No. 11/423,481, mailed March 5, 2009, 18 pp. | |
| Y ⁶ | | Office Action for Application No. 09/282,747, mailed March 4, 2009, 16 pp. | |
| Z ⁶ | | Oslund, John, "The Battle is Joined", Startribune.com, February 12, 1996, 6 pp. | |
| | | | |
| | | | |
| EXAMINER | | DATE CONSIDERED: | |
| EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. | | | |